

Message Text

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ACTION AF-08

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USDOC PASS TO: DIBA/BIC/OIM/AF-MILLER
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E.O. 11652:N/A
TAGS: BEXP, SG
SUBJECT: FINAL PRELIMINARY REPORT - 2ND DAKAR INTERNATIONAL
FAIR, SENEGAL

1. 2 ND DAKAR INTERNATIONAL FAIR

2. DAKAR, SENEGAL-DECEMBER 3-12,1976

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3. NUMBER OF EXHIBITIORS -16, REPRESENTING 51 COMPANIES
WITH PRODUCTS.

4. SALES DURING EXHIBITION - DOLLAR 1,436,500.00

A. NTE/NTM ONLY - DOLLARS 1,417,500.00

B.OTM ONLY - DOLLARS 19,000.00

5. SALES PROJECTED SUBSEQUENT 12 MONTHS DOLLARS 21,623,000.00

A. NTE/NTM ONLY - DOLLARS 21,045,000.00

B. OTM ONLY - DOLLARS 578,000.00

6. NUMBER OF EXHIBITIORS SEEKING EXREPS -6

A. NUMBER OF EXHIBITORS SEEKING JOINT VENTURE - 1

7. NUBMER OF EXREPS APPOINTED - 5

8. NUMBER OF EXREPS UNDER NEGOTIATION - 13

A. JOINT VENTURE UNDER NEGOTIATION - 1

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9. NUMBER OF TRADE VISITORS TO EXHIBITION ESTIMATED 1800

10. NUMBER OF PUBLIC VISITORS OVER 500,000. OFFICIAL ESTIMATE BY FAIR ADMINISTRATION IS ONE MILLION VISITORS.

11. EXHIBITORS COMMENTS AND SUCCESS STORIES:

A. AFRIMEC INDUSTRIES LTD., SUBSIDIARY OF ALLEN OIL 5

GREASE CO. - NTM FIRM. WE DISPLAYED OUR LINE OF CLOCKS AND FURNITURE, MADE FROM PLASTIC-LAMINATED GHANAIAN WOOD. WE FOUND NUMBEROUS PROSPECTS, INCLUDING SEVERAL POTENTIAL IMPORTER/DISTRIBUTORS AND ARE SATISFIED WITH THE RESULTS OF THE SHOW.

B. AMANA REFRIGERATION INC. - OTM FIRM - I THINK AMANA'S PARTICIPATION IN THE DAKAR FAIR IS VERY IMPORTANT BECAUSE WE HAVE OUR SHARE IN THIS MARKET AND WOULD LIKE TO EXPAND OUR SALES. THE U.S. PAVILION WAS WELL ORGANIZED AND PERSONNEL'S COOPERATION WAS EFFICIENT AND VERY HELPFUL. FOREIGN CURRENCY EXCHANGE IS LIMITED IN SENEGAL. WE ARE TRYING TO ASK FOR MORE IN THE FUTURE, IN ORDER TO INCREASE OUR SALES VOULUME.

C. JOHN PRIOR, INC. - NTM FIRM-

EVERYTHING DONE FOR ME AT THE US PAVILION COULDN'S HAVE BEEN BETTER. I CAN ONLY COMPLIMENT THE MANAGEMENT OF THE US STAND. I RECEIVED GOOD ADVICE ON CUSTOMERS AND MARKET CONDITIONS. EVERYONE WENT ABOVE AND BEYOND HIS NORMAL FUNCTION TO HELP ME AND TO DO A GOOD JOB. I THINK AFRICA IS A GROWING MARKET AND THIS FAIR IS A GOOD PLACE TO EXPOSE MY LINE OF PRODUCTS.

D. NL INDIUSTRIES, INC. - NTM FIRM- PURPOSE OF PARTICIPATION WAS TO MAKE CONTACT WITH GOS OFFICIALS, TO SECURE DATA ON PROJECT AND TO LAY GROUND WORK FOR JOINT VENTURE WITH GOS. WE SUCCEEDED IN THESE AIMS; OUR STAND WAS VISITED BY SENECALESE PRESIDENT SENGHOR; WE MET WITH DIRECTOR OF MINES AND GEOLOGY & WITH TECHNICAL ADVISOR OF MINISTRY OF INDUSTRIAL DEVELOPMENT, AND WE RECEIVED EXPRESSION OF INTEREST IN FINANCING BY CITIBANK.

E. N-REN CORPORATION - OTM FIRM - N-REN CORPORATION IS ALREADY COMMITTED TO A JOINT-VENTURE PROJECT IN SENEGAL WITH THE GOVERNMENT OF SENEGAL. N-REN PARTICIPATED SIMPLY TO EVIDENCE ITS COMMITMENT TO SENEGAL AS AN EXAMPLE TO OTHER UNCLASSIFIED

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EXHIBITORS.

F. THE SINGER COMPANY - OTM FIRM-

BETTER CONTACTS WITH REAL BUYERS THAN LAST TRADE RAIR. MORE INTEREST FROM THE VISITORS. THE FAIR IS ENTIRELY SATISFACOTRY. WOULD LIKE TO PARTICIPATE IN FUTURE TRADE FAIRS.

G. TII CORPORATION - NTM FIRM- THE US. PAVILION OF DEPARTMENT OF COMMERCE: USUALLY PROFESSIONAL JOB- EXCELLENT SUPPORT

AND PRATCULAR THANKS TO CARL HAHN. GENERAL RESULTS: SAT-SIFACTORY- SOMEWHAT ABOVE EXPECTATIONS. MAIN COMPLAINT: SNAFU WITH FAIR CATALOGUE - MANY US. FIRMS INCLUDING TII, NOT SHOWN. THIS HURT TOTAL EXPECTED EXPOSURE.

12. AMERICAN PARTICIPANTS WERE DEVIDED INTO TWO GROUPS: ELEVEN FIRMS WHICH PARTICIPATED WITH DEFINITE COMMERCIAL BOJECTIVES IN MIND AND SEVEN COMPANIES CITED BELOW (THREE OF WHICH EXHIBITED TOGETHER IN JOINT OIL COMPANY EXHIBIT) WHICH TOOK PART LARGELY IN DEFERENCE TO EMBASSY DESIRE TO MOUNT EXHIBIT BROADLY REPRESENTATIVE OF RESIDENT US BUSINESS COMMUNITY. OF FIRST GROUP, ALL VOICED SATISFACTION WITH RESULTS AND INDICATED THEIR PRIMARY OBJECTIVES FULLY OR PARTIALLY ACHIEVED WITH EXCEPTIONFOF ISC CORP. SEVERAL FIRMS INDICATED THEY HOPED TO PARTICIPATE AGAIN. IN SECOND GROUP, PAN AMERICAN, N-REN CORPORATION, CITIBAN AND PARTIICIPANTS IN JOINT OIL COMPANY EXHIBIT (ESSO, MOBIL, TEXACO) INDICATED THAT THEIR PRIMARY REASON FOR TAKING PART WAS TO SUPPORT U.S. PARTICIPATION. HOWEVER, EXHIBITORS IN SECOND CATEGORY GENERALLY ACCEPTED WITH GOOD GRACE NECESSITY OF PARITICIPATION FOR POLITICAL/PUBLIC RELATIONS PURPOSES, AND IN ONE CASE (SEAGRAMS) EXHIBITOR SUCCEEDED AT FAIR IN RECRUITING NEW REPRESENTATIVE FOR AMERICAN PRODUCT LINE. TWO FIRMS URGED USG GIVE THOUGHT TO DEVISING NEW METHOD FOR SUPPORTING US PARTICIPATION IN "TRADE" EVENTS WHERE POLITICAL RATHER THAN COMMERCIAL OBJECTIVES ARE PARAMOUNT. ALMOST ALL EXHIBITORS ADDED POSITIVE REMARKS ON USDOC-EMBASSY SUPPORT.

13. FOR STATE: NTE EQUALS COMPANIES NEW-TO/EXPORT; NTM EQUALS COMPANIES NEW-TO-MARKET; OTM EQUAL COMPANIES OLD-TO-MARKET.

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